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Index *

AFTER FIVE DAYS RETURN TO

WALLER BROTHERS

THE HONEST PLANT GROWERS

JUDSONIA, ARKANSAS

1951/52

U. S. DEPARTMENT OF AGRICULTURE

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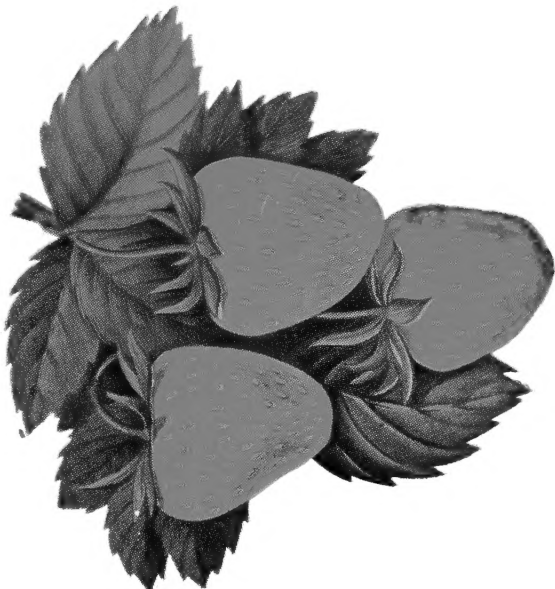
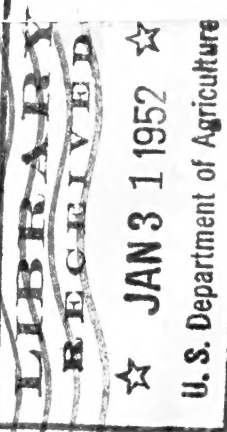
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WALLER BROTHERS.

PRICE LIST

FALL 1951—SPRING 1952

TELEPHONES:

Office No. 58

Residence No. 78F3

These prices set aside all former quotations

Strawberries

	(Post Paid)		(Not Paid)		
	100	250	500	1,000	5,000
Armored,	\$1.50	\$3.50	\$6.00	\$10.00	\$48.75
Aroma,	1.25	2.50	3.50	6.50	31.25
Bellmar,	1.25	2.50	3.50	6.00	28.75
Blakemore,	1.25	2.50	3.50	6.00	28.75
Klonmore,	1.25	2.50	3.50	6.00	28.75
Marion Bell,	1.25	2.50	3.50	6.00	28.75
Missionary,	1.25	2.50	3.50	6.00	28.75
Robinson,	1.25	2.50	3.50	6.00	28.75
Tennessean 965,	1.25	2.50	3.50	6.50	31.25
Tennessee Beauty,	1.25	2.50	3.50	6.00	28.75

Everbearing Varieties

	(Post Paid)		(Not Paid)	
	100	250	500	1,000
20th Century,	\$3.00	\$7.00	\$12.50	\$22.00
Superfection,	3.00	7.00	12.50	22.00
Streamliner,	2.50	6.00	9.00	16.00
Gem,	2.00	4.00	6.50	12.00

Boysenberry

	(Post Paid)			(Not Paid)		
	12	25	50	100	500	1,000
One Year Thornless,	\$1.25	\$2.50	\$3.00	\$5.00	\$15.00	\$25.00

Dewberry-Blackberry

	(Post..Paid)		
3 Plants — \$1.00	6 Plants — \$1.75	12 Plants — \$3.00	

Tree Everbearing Blackberries

	(Post Paid)		
1 Plant — \$1.00	3 Plants — \$2.75	6 Plants — \$5.00	
	12 Plants — \$9.00		

An Open Letter To Our Many Friends And Customers

The time has again arrived for presenting our fall and spring price list. This year marks the 47th year that WALLER BROTHERS have been in the strawberry plant business, and we are happy to mail you our new price list.

Because we know that satisfied customers are the real measure of any business success, we feel justifiably proud that our business has continued to grow and grow. Started 47 years ago, our business has gone always forward as more and more folks come to depend upon us for the very best plants we know how to grow, cultivated on the very best soil and given our best attention.

During the 47 years that we have been selling plants and the millions that we have sold to all parts of the United States where Strawberries are grown, as well as to several foreign countries, we feel that we have won the confidence of many customers and friends. To help assure our customers of quality and service unsurpassed, we have added an irrigating unit and also a cold storage unit.

To our old friends, we say thanks. And to our new customers, a hearty welcome. We look forward to the pleasure of serving you.

Sincerely and with much appreciation,

Waller Brothers

Due to the great shortage of strawberry plants for Fall of 1951 and Spring 1952 prices have advanced. We believe this season will be a good time to set plants as the Strawberry acreage is far below normal. You will make no mistake in placing your orders early.

Three New Varieties

ARMORE

Crossing the Aroma and Blakemore strawberry has produced what many Missouri strawberry growers consider the perfect variety. Named ARMORE by the originator, H. S. Swartout of the University of Missouri. The variety has been tested extensively in the important growing areas of the state. The berries are large size, bright red in color and are very firm. Plants are strong and vigorous and are prolific producers of quality fruit that promises to make an important place for the new variety on the market. The yield has been as much as 100 crates per acre more than the nearest competing variety which is Blakemore. Fruit begins ripening a few days later than the Blakemore and plants continue to produce after all the Aroma berries are harvested. In contrast to many varieties the size remains uniformly large even to the last picking. Our supply of these plants is very limited, however, **Waller Bros.** would be very glad for you to try out this new and promising variety in your area.

SUPERFECTION

Superfection was originated by the plant breeder who discovered Gem. The berries of Superfection ripen from July until frost. The fruit is firm, good for shipping and the berries continue of good size as the season progresses. You will not be disappointed in this everbearing variety.

Instructions

WHEN TO ORDER: Your order may be placed at any time during the year for delivery any time between October 20 and April 20. No orders will be shipped before October 20 and orders shipped after April 20 will be at purchaser's risk.

CASH in full must accompany your order. You may remit by Money Order, Bank Draft, or cash in Registered Letter. Postage stamps will be accepted on orders of \$2.00 or less. We prefer money order.

LARGE QUANTITIES: Where customers wish to order larger quantities than those quoted in this catalogue write us your needs.

PACKING: We pack all plants according to the most approved scientific methods, and we make no extra charge for this packing.

TRUE TO NAME: Read our Guarantee.

REFERENCE: Dunn & Bradstreet, Farmers & Merchants Bank, Judsonia, or any Waller Customer.

Guarantee

You are fully protected when you buy WALLER BROTHERS' quality berry plants. We place the following guarantee upon every plant we sell:

1. We guarantee the vitality and purity of our plants to the full amount of purchase price.
2. We guarantee our plants to be double state inspected and disease-free.
3. We guarantee our plants to pass inspection by any duly authorized state or federal inspector.
4. We guarantee you full and complete satisfaction or your money refunded.

However, as yield is controlled to some extent by soil, weather conditions, and methods of cultivation, under no condition shall WALLER BROTHERS, be held liable for production, nor in any case shall we be liable for more than the original cost of the plants.

Name.....

Town.....

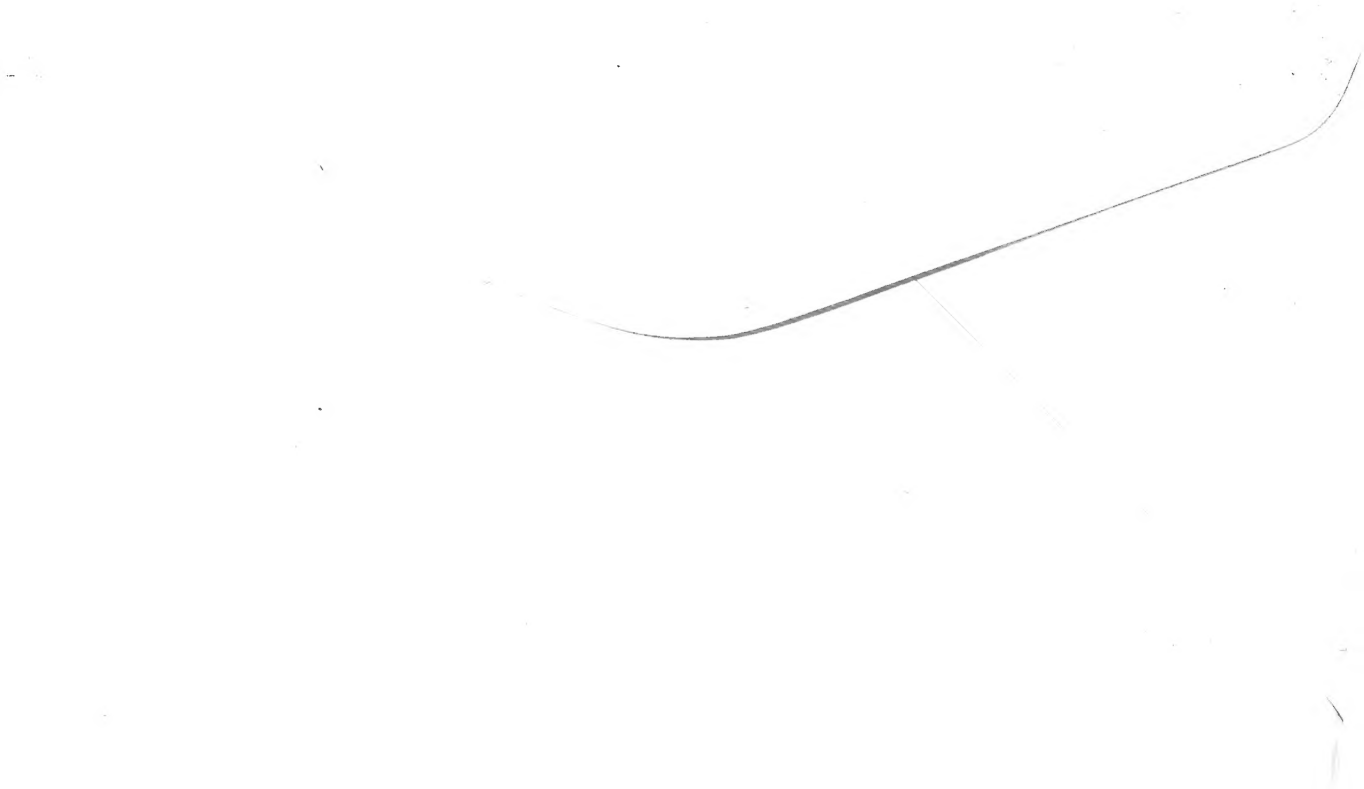
State.....

WALLER *Brothers*

The Honest Plant Growers

JUDSONIA,

ARKANSAS



WALLER BROTHERS

ORDER BLANK

NAME _____	JUDSONIA, ARKANSAS LONG DIST. PHONE 58 EXPRESS MAIL FREIGHT <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> ORDER NO. _____	DATE OF ORDER _____		
ADDRESS _____		SHIP WHEN _____		
POST OFFICE _____		CASH RECEIVED		
STATE _____		C. O. D		
EXPRESS OFFICE _____ (IF DIFFERENT THAN POST OFFICE)		CHARGE		
		TOTAL		

QUANTITY ORDERED	NAME OF PLANTS	REMARKS

ATTENTION: ARKANSAS CUSTOMERS, PLEASE ADD 2 PER CENT SALES TAX TO YOUR ORDERS.
PLEASE ADD THE NAMES OF A FEW FRIENDS WHO MIGHT BE INTERESTED IN OUR CATALOG.
25% OF TOTAL AMOUNT MUST ACCOMPANY ALL C. O. D. ORDERS

NAME _____ ADDRESS _____

NAME _____ ADDRESS _____

Description of Varieties

AROMA

Aroma is an old and well tried variety which has been a favorite in some sections for many years. Popular late shipping berry for south central states. The fruit is large, bright red with delicious aromatic odor and flavor, hence the name Aroma. A nice glossy berry with bright green cap and attractive appearance. Entire crop sizes up well for profitable long distance shipping. A real money maker for many growers.

BELLMAR

A FANCY EARLY SHIPPING BERRY

The Bellmar has a number of qualities which make it outstanding in any list of strawberries. In some instances this berry has been reported to yield as high as 5,000 quarts to the acre.

As compared with Premier the plants are more vigorous and produce more freely; the blossoms are perfect, ripening almost a week earlier than Premier and fruiting about as long. They are firmer than Premier and not so acid as Missionary. They rank high in dessert quality.

The Bellmar plant growth is bright glossy green. The berries are a luscious bright red. Their bright green caps gives them a very effective appearance. This, together with their large size, makes them one of the most beautiful berries we have ever grown.

BLAKEMORE

Our "Number One" berry this year. We will have a larger supply of this variety than any other to offer you, and we feel that we have concentrated on the "Number One" where quality and productiveness are concerned. The Blakemore has been successfully grown from Maryland to California. Ninety-nine per cent of the berries shipped from White County, Arkansas, the first largest berry growing district in the country, are Blakemore.

The Blakemore is firmer than either of its parents. It will not puff and become soft during hot, moist weather. It will not bleed unless given unnecessary abuse and, unlike many other early berries, it retains its bright red coloring long after picking. This fact, coupled with its earliness, gives it a great advantage in the wholesale markets.

As a plant maker, a shipping berry and a prolific yielder, it has not been surpassed, and added to these qualities is the fact that it will grow and yield a fair crop under conditions unfavorable to berry culture. Where other varieties of early strawberries will grow and yield, we firmly believe that the Blakemore will grow better, yield more berries of a better quality than the other varieties. The Blakemore is a tart berry of the Missionary type. It is slightly blunted at the point, conic-shaped, with broad shoulders. Its bright green cap curls upward when the fruit is ripe, making it easy to pick and cap.

KARDINAL KING

Description By The Originator

I am introducing the greatest of them all; I believe — **THE KARDINAL KING STRAWBERRY**. It is truly the sweetest, largest and finest berry. It is very early, within three days of the earliest and holds its size well to the last. It is a vigorous grower of large plants.

KLONMORE

This variety comes from Louisiana where the growers have been growing it for the past eight years, and many of them have discarded all other varieties claiming Klonmore is superior to Blakemore and Klondyke for earliness, prolific bearing, as well as its delicious flavor. Many of these plants are being grown here, with very satisfactory results. Klondykes are good shippers — Blakemores are disease resistant. The two were crossed and up came this wonderful berry — The Klonmore. It is a good shipper, disease resistant and a high yielder as well. This berry has an incomparable taste, flavor and rich coloring essential to the American springtime appetite.

MARION BELL

This is one of Louisiana's latest introductions and we have heard many favorable reports from Louisiana as to the many advantages it has over the Klondyke and Klonmore. Many growers seem to think it will take the place of both of the above mentioned varieties. We have a limited amount of these plants and can say it is a good plant-maker. Cannot say how it will fruit here, yet from all reports it must be a good strawberry.

MISSIONARY

The Missionary, even after a quarter of a century of extensive planting is still outstanding in yield and plant vigor. We ship millions of Missionary plants to Florida and the Gulf Coast annually.

This old variety is an excellent plant maker, doing well on soil too sandy for other varieties. It is free from rust, a vigorous grower, and produces an average yield of high-quality berries. However, we do not recommend its being planted north of Missouri, as there are several other varieties better adapted to the colder climate.

Our plants are from the original stock of Missionary, healthy, heavy producers, true-to-name. We take great pride in the quality of our Missionary. We believe that we grow and sell more plants of this variety than any other plant dealer in the United States. These berries are medium in size, dark red in color with tart flavor and attractive in appearance.

La Villa, Texas

Dear Mr. Waller:

I wish to state that out of the 255,000 strawberry plants that we got from you I don't believe we have lost 10 plants. Many thanks for supplying us with such fine plants.

O. S.

TENNESSEAN 965

This is a new variety originated at the West Tennessee Experiment Station and is a cross made by J. P. Overcash with two Tennessee developed varieties. It blossoms late and ripens early. Its long-shaped, glossy, attractive fruit appeals to the casual observer. Season of ripening is influenced by the amount of cold injury to strawberry blossoms, but over a series of years the fruit ripens ahead of the Blakemore as much as two pickings. Time of blossoming is somewhat later than that for Blakemore, which often results in less cold injury. The late blooming combined with early ripening of this berry will appeal to many strawberry growers.

A yield plot of this strawberry in 1947 produced 382 crates per acre compared with 344 crates for the Tennessee Shipper and 325 for the Blakemore on nearby plots.

Shipping tests made in 1947 indicated that the Tennessean 965 is acceptable for handling and marketing. This strawberry runs somewhat larger than the Blakemore. It packs 84 per box; the Blakemore 99; and Tennessee Shipper 111.

Tennessean appears about the equal of the Blakemore as a plant maker. A very large number of runner plants develop and the rows are filled out.

TENNESSEE BEAUTY

The Tennessee Beauty is a scientific cross between the Premier and Missionary berry. Its vigorous growth, firmness and radiant color makes it one of the most productive berries grown. Tests have shown that it may replace the Aroma or Catskill as a late berry with some growers. It rates very high as a berry for freezing and is well worth trying in the southern and lower middle states. Since this berry is a patented variety we sell to you with the understanding that you are not to sell them to others.

ROBINSON

This is a comparatively new variety being given favorable comment from many Michigan plant growers. The berries are generally large size, bright red color, and form. It seems to be a very good plant maker, and the foliage is healthy. The fruit begins ripening approximately one week later than Premier. We recommend this variety as a worthy mid-season to late berry, and especially adapted to commercial growing. A trial under eastern, central and northern conditions should prove very satisfactory. The light attractive color, nearly as light as Blakemore, makes the berries show up very well in the crate.

Hope, Arkansas

Dear Sirs:

Your plants are all O. K. and when I need more plants I will come to WALLER BROTHERS for my plants. Thanks for your promptness in shipping my plants.

L. R. G.

Everbearing Varieties

TWENTIETH CENTURY EVERBEARING

(Description by the Originator)

1. QUALITY: One of the highest quality berries grown today. Very low acid content. 'Classed with Rockhill for flavor and mildness.

2. SIZE: In size of fruit it ranks at the top. Remarkably large on the average considering its continuous production for a period of six months the same season the plants are set out.

3. FIRMNESS: Firmness and ability to stand commercial handling, makes it the first choice of the retail merchants.

4. HIGH PRODUCTION: 20th Century Everbearer is a vigorous disease resistant plant. No other kind can produce continuously the whole summer.

5. GOOD REPRODUCTION: A good plant maker. No longer is it necessary to buy plants every year to maintain your plot of everbearers. Grow your own.

6. GROWING POPULARITY: 20th Century is in a class by itself. We have tried Rockhill, Mastodon, Streamliner, Gem, Wayzata and many others. All of the good points of these various kinds are combined in the 20th Century and then some more. It promises to become the most popular everbearing strawberry grown.

7. LONG LIFE: And remember here is a variety that is good for 3 to 5 years. Therefore the 20th Century plants are a best buy even at the higher price. No other everbearer will do this.

8. ORIGIN: 20th Century is the result of the scientific crossing of the Rockhill and Berri Supreme. Rockhill is noted for its fine quality. Berri Supreme made a good production record in the U. S. Government Experimental Station in 1935 where the everbearing type was being tested. The blossoms of these two varieties were cross-pollinated and the seed from the resulting fruit saved and planted. One of the seeds produced what is now called the 20th Century.

G E M

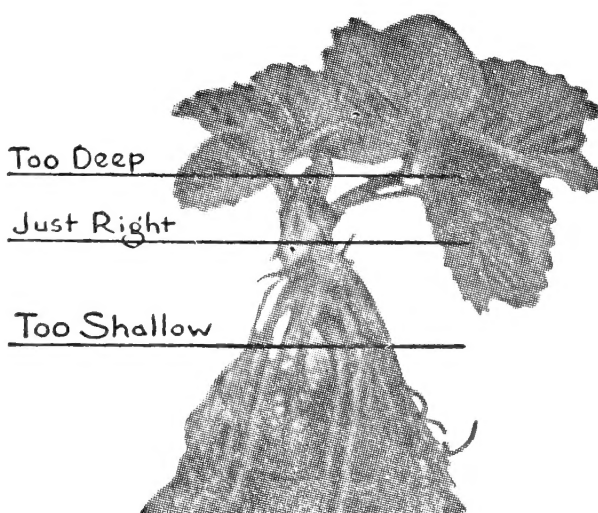
From our own experience over many years we consider Gem a much better everbearer than Mastodon for the production of good fall berries the same year plants are set. Not only will Gem produce more berries in late summer and fall, but they are better berries, brighter, more attractive, more uniform in shape and usually as good in size and quality.

THE STREAMLINER

Everbearing originated in Northeastern Oregon. The berries are extremely large and hold their size well through the season. They are almost round in shape, attractive, smooth, deep gloss red in color, very sweet, requiring little sugar, delicious in flavor and highly aromatic. They are very firm and stand up better than GEM.

Method of Setting Plants

A trowl, spade or hoe are the tools most often used in setting plants, and a good job can be done with them. It is important to have the roots straight down. Spreading them might help a little but not much. The crown must be held just at the surface of the ground so that when the soil is packed back against the roots with the hand or foot, the bud will not be covered nor the roots exposed.



Cultivation

The plants should be cultivated and hoed soon after they have started growth after being set out. It is important at the first hoeing to uncover the buds of any plants that may have been planted too deep. If this is not done early plants will die as a result. Cultivate often enough to keep the surface of the ground from becoming crusted and to keep down grass and weeds. It is not necessary to practice deep cultivation. A depth of 1 to 1½ inches is deep enough for the hoe or perhaps slightly deeper with the cultivator. Remember that one cultivation made in time is much more helpful than two made after grass and weeds become bad. Frequent hoeing and plowing make larger, stronger fruiting beds and a better crop of berries.

Vine Berries

THORNLESS BOYSENBERRY

Vines are free of thorns which means much in handling. Ripens several days ahead of the thorny variety, which alone is a material advantage as it gets your

berries on the market while the prices are higher, and that often means a big difference in your profit. You can handle these canes with your bare hands and enjoy picking the large attractive fruit.

DEWBERRY - BLACKBERRY

We are offering a new Dewberry - Blackberry cross that is most outstanding in its earliness, size and vigor. There are two strains of the cross. One which ripens right in behind the strawberry season, another which comes about 7 to 10 days later. The first of the berries is called Earli-Ness and has a value largely for the fresh market. The next one known as Big-Ness is extremely large and attractive in appearance and is the best berry that we have found for quick freezing. The multiplication is similar to that of the young and boysenberry. In addition to the commercial angle of this berry, it has great possibilities for special home garden sales at a fancy price. We have only a very limited amount of these plants for sale.

History Of The TREE EVERBEARING BLACKBERRY

(The following description of this unusual plant has been furnished us by the originator.)

This new berry came into our possession as a seedling some seven years ago. After years of painstaking efforts, the undesirable plants have been taken out, now having a variety that comes true and exactly alike.

Due to the nature of their growth and over the long period of ripening, we have named it **TREE EVERBEARING BLACKBERRY**. It grows in any soil or climate, has stood twenty below zero without any injury.

Berries are round, very large extra sweet, yet enough acid for jams and jellies. An excellent keeper, has to be picked only once a week. Plants are very thorny, but berries grow on a long fruit stem in clusters of seven to thirty berries. Ninety per cent of the fruit extending above the thorns. There being no berries on the market when they ripen, therefore its possibilities are unlimited as a commercial berry.

Another feature why people prefer it: they grow up off the ground, ninety-five per cent are free from dirt regardless of the weather.

Rain must be in abundance or it must be planted where it can be watered. The undreamed of feature of this berry is that people in our towns and cities who have been deprived of fresh fruits may now grow all the berries they can use for pies, jams, and jellies from six plants in their yard or small garden, taking no more care of them than a common shrub. From a two-year-old plant we have gathered three gallons or 24 pounds. Three-year-old plants have broken all records with a yield of 6 gallons of fruit from one plant.

Waller Brothers do not hesitate to recommend these plants as an excellent berry, as we fruited some of them the past three seasons with very satisfactory results.

